



A STUDY ON CONSUMER SATISFACTION ON UBER EATS -AN ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO KALAPATTI, COIMBATORE

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ABSTRACT:

Today Uber eats is the fastest growing delivery service, with a \$2.8 trillion addressable market, making up 22% of the company's total bookings in 2019. When Uber eats started, it was merely an extra feature within the main Rider app. But, in 2015, with surging demand, the uber team launched eats as a standalone product. Now markets and growing from 3% to nearly 25% of Ubers revenue, the internal design team hasn't had time to slow down. Having successfully helped with uber's main rider app, our team was asked to help bring eats its own design system while staying true to the uber brand.

Keywords: Uber eats, customers, products and orders.

INTRODUCTION:

Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the start-ups of several online business. Online food ordering and delivery plays an important role in consumers, entrepreneurs, investors etc. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process where a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone. Online food ordering and delivery system is depended on a mobile application and it works based on the location of the customer. Uber eats is an application for food ordering and delivery. It is a Bangalore based company and is founded out by Rahul Jaimini, Sriharsha Majety, Nandan Reedy. Uber eats was mainly to provide a complete order and delivery solution to the urban foodies. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They provide customers with offers which will enable them to get frequent orders. Payments can be made through online as well as at the time of

delivery. And they offer to their customers no minimum order policy. They make sure that the customers get their order on time for that delivery personnel's carry one order at a time.

STATEMENT OF THE PROBLEM:

Today's competitive market made service providers to plan and implement innovative marketing strategies. Day by day competition has been increased more and more in the digital market. Online food delivery service providers must also compete in order to remain profitable. In order to maximize the profit and to sustain in the market it is necessary to study the factors influencing the consumer behaviour.

OBJECTIVES

- To study the socio-economic characteristics of the respondents.
- To know about the awareness level of the customers.
- To identify the preference level towards uber eats.
- To study and measure satisfaction level on uber eats.
- To offer suggestions based on findings of the study.

LIMITATIONS OF THE STUDY

- Time taken for the study is very limited.
- The study is confined only uber eats customers in Coimbatore city.
- Sample size is limited to 155.
- The results of the analysis made in this study in fully based on the answers given by the respondents.
- All the findings and observations related to service are purely based on respondent's answer; the response may be due to personal factor.

SCOPE OF THE STUDY

Generally, people consume food from hotels which takes a lot of time for its delivery. The time factor will be more in case of people going to restaurants and buy foods and cost will also be more. This study is conducted to study the consumer perception towards online food ordering Uber eats, how it bridges the gap between the consumer and the hotels. The factors influencing the consumers to buy through food ordering application Uber eats is also identified in the study and the satisfaction derived out of the food ordering applications Uber eats is also examined.

REVIEW OF LITERATURE

Seema Gopichand, Hariramani (August 2019) Conducted a study on the topic "Consumer Perception about online shopping in India." Her major findings were that maximum number of internet users are aged below 25 and have income of 15000-25000. And the factor for shopping online is the quality, ease of accessibility, customer care, website policy. The study also reveals that convenience, time savings and reasonable price also tends the consumers to buy through online.

S. Kamakshi (September 2019) Conducted a Study on the topic “Consumer Perception and behavior towards fast food a study with reference to Chennai city.” The major findings were that consumer of fast food are health conscious and they do not have emotional attachment for fast food products. And the consumers consume fast food not only because of the taste, price, offers, and discounts rather they consider the Quality, health and hygiene factors of the fast food.

Kashyap, Radha (April 2019) has Conducted a study on the topic “Consumer Perception towards online shopping for apparel through various websites.” Their findings where the shopping behaviour varies with respect to the age, gender, occupation, income, marital status. It also indicates that lack of information such as description of Product, return policy are major drawback for online shopping websites.

Murugupandian.R. (2018) has conducted a study on “Consumer satisfaction towards coke soft drinks in Navaratnam district Tamil Nadu.” Its findings are that the royalty of brand is based on the demographic background of consumers. The royalty of Consumer purpose is high and so that their strength and expectation will be the maximum.

Scharl and Dickenger (2016) stated that One of the most important key factors in mobile marketing communication is through sending text messages. Factors such as time, location-sensitive and personalized information to promote goods and services helps in promoting mobile marketing.

Persuad and Azhar (2015) stated that Mobile phones have become a very integral part of every human being’s life. Though humans adopt mobile phones to improve their social, professional and private lives, it also helps the marketers in marketing their product. To deliver mobile marketing campaigns, the marketers should concentrate on the mobile marketing chains including technology, people, processes and costs. For participating in mobile marketing, brand loyalty is the basis for it.

TOOLS FOR ANALYSIS:

- Simple percentage analysis
- Ranking analysis
- Weighted analysis
- Chi-square test analysis

GENDER

S. No	Gender	No of respondents	Percentage
1	Male	84	54.5
2	Female	70	45.5
		155	100

Source: Primary Data

INTERPRETATION

From the above table we found 54.5 % of the respondents are Male and 45.5 % of the respondents are Female.
Majority 54.5 % of the respondents are Male.

AGE

S. No	Age	No of respondents	Percentage
1	Below 20 years	72	46.5
2	21 -30 years	73	47.1
3	30-40 years	6	3.9
4	Above 40 years	4	2.6
	Total	155	100

Source: Primary Data

INTERPRETATION

From the above table we found 46.5 % of the respondents from the age group of Below 20 years, 47.1 % of the respondents from the age group of 21 -30years, 3.9 % of the respondents from the age group of 31-40 years, 2.6 % of the respondents from the age group of above 40 years.
Majority 47.1 % of the respondents from the age group of 20-30 years.

SATISFACTION LEVEL ABOUT VARIOUS FACTORS IN UBER EATS

Factors	1(4)	2(3)	3(2)	4(1)	Total	Mean Score
Price	94	39	15	7	155	3.41
	376	117	30	7	530	
Selection	33	86	34	2	155	2.96
	132	258	68	2	460	
Reliability	39	50	52	14	155	2.73
	156	150	104	14	424	
Customer service	27	71	29	28	155	2.6
	108	213	58	28	404	
Promotion	47	36	54	18	155	2.72
	188	108	108	18	422	

Source: Primary Data

INTERPRETATION

The above table justifies the satisfaction level of uber eats. The highest mean score or average is 3.41 for price.

RANKING FACTORS OF UBER EATS

Aspect	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Service quality	30	23	28	37	37	155	V
	-150	-92	-84	-74	-37	437	
Responsiveness	24	29	46	30	26	155	III
	-120	-116	-138	-60	-26	460	
Timing	31	42	35	26	21	155	I
	-155	-168	-105	-52	-21	501	
Promotional Aspect	36	38	24	26	31	155	II
	-180	-152	-72	-52	-31	487	
Product Availability	36	20	26	33	40	155	IV
	-180	-80	-78	-76	-40	454	

Source: Primary Data

INTERPRETATION

The above table we found out that timing ranks I, promotional aspects rank II, responsiveness ranks III, product availability ranks IV, service quality ranks V.

RELATIONSHIP BETWEEN GENDER AND FEATURES OF UBER EATS

GENDER	FEATURES OF UBER EAT				TOTAL
	EASE OF SEARCHING	DISCOUNT	CUSTOMERS SERVICE	OFFERS	
Male	23	30	11	11	75
Female	16	35	15	15	80
Total	39	65	26	25	155

HYPOTHESIS:

There is no significant relationship between gender and features of uber eats.

CHI-SUQARE TEAS

FACTORS	CALCULATED VALUE	DF	TABLE VALUE	REMARKS
Gender	2.4589a	3	7.82	Accepted

INTERPRETATION:

The calculated value is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between gender and features of uber eats.

FINDINGS, SUGGESTIONS & CONCLUSION

- Majority 54.5 % of the respondents are Male.
- Majority 47.1 % of the respondents from the age group of 20-30 years.
- Majority 77.4 % of the respondents are Under graduates.
- Majority 77.4 % of the respondents are students.
- Majority 45.8 % of the respondent's income is between Rs. 10001-20000.
- Majority 67.7 % of the respondents' family size is Up to 3-5.
- Majority 68.4 % of the respondent's family earning members is Up to 2.
- Majority 64.5 % of the respondent's order through Using App.
- Majority 45.2 % of the respondents expects on time services from uber eats.
- Majority 60.0% of the respondents spend Rs.100-250 for every order.
- Majority 51.6 % of the respondents pay through Cash on delivery.
- Majority 40.0 % of the respondents use uber eats service Weekly.
- Majority 31.0 % of the respondents are aware through word of mouth.
- Majority 45.2 % of the respondents are highly useful by offers.
- Majority 46.9 % of the respondents like discounts from uber eats.
- Majority 58.7 % of the respondents uber eats service is Partly Available.
- Majority 48.4 % of the respondents prefer uber eats service for low price compared to hotels.
- Majority 38.1% of the respondents think uber eats prefer because it gives More offers.
- Majority 49.7 % of the respondents Uber eats are accepted that it increases my savings
- Majority 52.9% of the respondents think to recommend to others
- Majority 39.4 of the respondents usually order lunch through online
- Majority 56.8 of the respondents says that Uber eats gives more offers and promotions
- Majority 32.9 of the respondents prefer scoots for more discounts
- Majority 40.0% of the respondent's order food in online because of other reasons
- Majority 44.5% of the respondents prefer to order food through other sources.

WEIGHTED AVERAGE ANALYSIS:

- The above table justifies the satisfaction level of uber eats. The highest mean score or average is 3.41 for price

RANK ANALYSIS:

- The above table we found out that timing ranks I, promotional aspects rank II, responsiveness ranks III, product availability ranks IV, service quality ranks V.

CHI-SQUARE TEST ANALYSIS:

- The calculated value is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between gender and features of uber eats.
- The calculated value is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between age and uber eats service.
- The calculated value is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between occupation and payment.
- The calculated value is more than the table value. Hence, hypothesis is rejected stating that there is no significant relationship between occupation and payment.

SUGGESTIONS BASED ON ANALYSIS

- Uber Eats food delivery company should include the option of pre-booking of foods. Pre-booking may reduce the time of delivery.
- The Responsibility of providing quality food is important online food delivery company.
- The company should not offer any Delivery charge for all range of food
- Area of food delivery should improve and extend their region in Coimbatore.

CONCLUSION

This study was undertaken to examine the service quality, customer satisfaction, and overall consumer preference of uber eats. In this study, the numbers of participants were 155 and the type of questionnaire used was structured mailed questionnaire. To conclude, the consumers are satisfied by the service catered by Uber Eats in kalapatti. The present study found a significant relationship between service provided by Uber Eats and consumer behaviour. The demographic factors play an important role in influencing the consumer behaviour. It is necessary for Uber Eats company to know the demographic factors of the consumer and to study the consumer behaviour.

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